

Consumer Behavior: Mobile Recruiting Apps

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This research has been done about how the consumer perceives job seeking mobile apps, in order to determine if they are seen as useful as they are planned to be.

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EXECUTIVE SUMMARY

Throughout this paper the reader will find a description about how the internet has evolved during the last years focused on how it has profited time saving in many ways, focusing specially in job seeking apps. It has been determined, as well, how the user behaves through the internet and what for are the most commonly apps in their devices for.

The focus of this research is getting to know as thoroughly as possible what the main appealing factors of this sector are in order to identify the possible weaknesses that prevent this sector from reaching its maximum potential.

In order to gain insight about the actual businesses and customers, in the descriptive part of this research project, questionnaires have been made to 50 people to obtain information directly from the user.

This descriptive part has its basis in the exploratory one that gives insight about the situation of mobile recruiting platforms and how companies are still lagging behind concerning recruitment through new technologies.

One of the main findings of this research is that costumers really appreciate the fact that job seeking apps keep things simple and fast, in order to take profit from them and make the most of their spare time looking for a job.

1st PART: RESEARCH PROBLEM AND METHODOLOGY DESIGN

1.1 INTRODUCTION

It has been a few years already that economic aspects like employment, GDP or the risk premium have been tearing Europe in two parts, the northern powers and the PIGS (Portugal, Italy, Greece and Spain).

Nevertheless, this scenario changes dramatically when it comes to the incorporation of technology in daily issues.



Spaniards spend an average of 6 hours and 15 minutes a day navigating through the internet and 15% of the traffic generated comes from mobile devices, placing the country in third position with respect to the use of smart phones in Europe. In terms of smart phone penetration, Spain leads the European list with a 66%, followed by the United Kingdom with a 62% and France with a 51.4%.

The general use of smart phones can be divided in 4 different types, Social (50%), Ludic (20%), Calls (16%) and Internet Search (14%). Social Use contains emailing and social networks as well as SMS/Chat, while Ludic refers to Games or Music.

Due to the increasing importance mobile devices are acquiring and given that 81% of Spaniards that have mobile phones own a smart phone, the focus is starting to be set in the unification of citizens' habits in one unique device with the help of the development of apps.

In 2012, 41% of the internet access was through apps while in 2013 it reached 71%. 22 million Spaniards use apps on a daily basis and downloads a day arrived to 4 million in 2012.

Time on the internet is spent in social activities in the first place, followed by functional aspects like health, welfare or travel guides, while in third and fourth place there are games and quick internet searches, under which fall the employment search as well.

1.2 FRAMEWORK

The internet has consolidated itself in a few years as the most powerful platform and has changed in every single aspect the way we do business and how we communicate. This powerful tool has given people the possibility of globalizing the world, making it a source of information at home, at work or at school. It has revolutionized life as we knew it in a way that no other invention has ever done before.

In fact it has even changed people's mind and habits due to the huge amount of information we can access through it. After brain scientists, the use of internet makes us multitask a lot more, what they say undermines our ability to focus by the bursts of information we are constantly exposed to. In fact heavy multitaskers experience more trouble focusing and shutting out irrelevant information.

That is the reason why companies know they have to be precise and concise to achieve their purposes, moreover when it comes to the active search of talent through the World Wide Web.

After Forbes Magazine, social integration will be the status quo and it will have a great impact on the way companies are going to source, develop and engage employees.

Firms have started to look for talent before possible employees even know they are in the job market.

There are some companies like *TalentBin* that actually search for people after how they move through the internet based on their LinkedIn's profile, Twitter or Facebook posts as well as active participation in forums about specific specialties to their professions.

This is creating a new way of recruiting where candidates are found and evaluated for their contributions, rather than for their CVs, in the first place.

Gild takes recruiting on a different level and sets some kind of activities for people to solve them in order to get the best programmers on the web.

"Gild Source offers a better way of finding and evaluating tech talent by bringing data science and predictive intelligence to the hiring process."

"Our system scours the web for developers and automatically evaluates candidates based on their actual work using our proprietary algorithms. That means you not only find the right people – you know who can get the job done."



But on the other hand there is another type of recruiting through the internet that actually needs of an active participation from the user or candidate himself, through the specific landing page of any company or through job boards.

Going from one office to another asking for vacancies and handing out a printed CV is no longer the way to apply for any job. Nowadays the application process implies the fill in of a CV in the company's web page and the direct application through their job's site.

This not only makes recruiting processes easier for companies, due to the normalization of the information handed in by the applicant, but makes the processes faster and more accurate due to the increase in accessibility for the candidate and the immediacy the online recruiting platforms enables.

Job boards, as it name self explains, are pages where companies publish their job vacancies explaining the different requirements for the position so candidates may apply for them uploading their CV in digital format or filling in the forms required in order for you to give precise information.

In some cases companies require you to answer to some specific questions, once you apply to their positions, which are considered crucial in order to filter if one is in possession of the abilities needed.

The best known job boards in Europe are:

INFOJOBS



InfoJobs is the first privately owned career network in Europe and one of the most popular sites on the Internet. It was founded in 1998 and from then on it has improved its users' experience with new features and services.

After Nielsen NetRatings it is the job's site that registers more traffic and has over 200.000 companies posting jobs, over 100.000 at the moment, on their web. The proportion of active population in their databases is around 17%.

INDEED



Indeed was founded by Paul Forster and Rony Kahan in 2004 and is another well known job search engine available in over 50 countries in 28 languages with more than 140million unique visitors every month. It drives millions of targeted applicants to jobs in every field and is considered to be the most cost-effective source of candidates for thousands of companies.

CAREER BUILDER



This job board was founded in 1995 in USA and has nowadays presence in over 60 markets with 24 million unique visitors a month. 95% of the Fortune 1000 are active employers in their site.

MONSTER



This is another well known job board that enables recruiting around the world. Monster has set its focus in the social media world and in the 2.0 recruiting through the development of BeKnown™, the professional networking app for Facebook that separates your professional life from your private one.

LINKEDIN



Apart from the well known networking features LinkedIn provides, there is also the possibility of finding jobs with its help.

Companies can have their profile pages, which users may follow, and in them companies provide statistics about the company as well as percentages of the most common titles/positions held within it, where their headquarters are located or a list of present and former employees.

These companies may also post job vacancies that will be notified in your wall as soon as they are published, allowing you either to apply via LinkedIn directly or redirecting you to their job page in order to fill in a proper form.

In 2011, LinkedIn launched a feature that gave companies the opportunity to include an "Apply with LinkedIn" button on their own job listing pages which would take the candidate's LinkedIn profile as their résumé in order to make the process of applying quicker.

JOBANDTALENT



Jobandtalent is a Spanish job board that, unlike the other job boards, uses an algorithm that automatically seeks out passive candidates (professionals who are open to new career possibilities but not actively looking for them) by identifying similar users who have previously registered their details on the site. Unlike the usual way of posting a job or making hard and long CV searches for the companies, jobandtalent has created an easier way for employers and top quality candidates to find each other.

The algorithm behaves like a virtual recruitment consultant, identifying and recognizing linguistic patterns within the structure and phrasing of both job adverts and CVs, making the search in both ways easier.

With over 200 leading companies as usual recruiters and more than 2.5 million offers worldwide Jobandtalent won the award of Spanish Startup of the Year in March 2013.

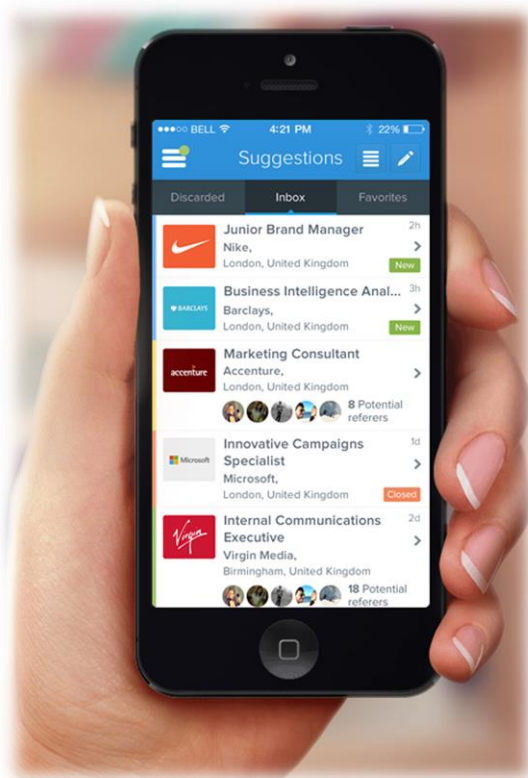
Candidates actively looking for a job have been surfing the web avid to find new job posts being conscious that good opportunities do not last long and that is the point where smart phone apps try to give a solution and make the most of that specific necessity.

A study conducted by *Glassdoor.com* concluded that almost 43% job candidates research their future employer and read the job description on their mobile devices but, surprisingly, only 20% of Fortune 500 companies have mobile-optimized career sites.

The enterprise *Sodexo*, 20th largest company in the USA, developed in 2012 not only a mobile device compatible landing page but a smart phone app to put together information requested about the company's recruiting processes. Users could apply for jobs, receive alerts and get an insider's view.

As Susan Vitale, chief marketing officer at iCIMS, explains "*Applying via mobile is designed to help the candidate more than the employer. [...] Essentially, the goal [with mobile job applications] is to make sure that when you do see a job opportunity listed, you can apply right away (when you're excited about it!) versus having to bookmark the site and come back to it once you're back on your computer.*"

Coming back to the job boards listed earlier, *Jobandtalent* launched in September 2013 its app with the idea of making job offers go directly into your pocket.



“Do you imagine receiving a push notification with those job offers that match more accurately with your professional profile? What about the time you could save if you did not have to register in the different job boards to apply for the job you want? Jobandtalent’s app makes it possible.

Thanks to the development of its unique technological process, pioneer in the job search, jobandtalent’s algorithm recognizes common patterns between the job offers and the candidate’s profile in order to find the more suitable posts and send them to him, like a personal headhunter.

1.3 MANAGEMENT PROBLEM

How can the growing prospects of the emerging market of job search apps be maintained?

1.4 RESEARCH PROBLEM

Which are the factors that attract or deter from the job search through mobile devices and particularly from apps designed for it?

1.5 SEGMENTATION CRITERIA

The most accurate psychographic profile of those who would use apps in their job search is a male or a female between 18 and 35 years old, looking for a new job. They may be unoccupied or looking for a change.

In order to be part of the potential users it is essential the ownership of a mobile device (smart phone or tablet) with internet connection.

1.6 SET OF RESEARCH OBJECTIVES

The ultimate objective can be divided into two: attract and retain customers. Therefore, some basic questions have been developed regarding each objective and the overall demand of job search apps:

- What is the demand of job apps?
- How do people get to know job boards and job apps?
- What factors discourage people from using apps in order to look and apply for a job?
- What factors matter attracting people to use this kind of apps?
- Once users download the app, do they make real use of it?

1.7 RESEARCH DESIGN: EXPLORATORY DESIGN

1.7.1 Identifying secondary sources

HR EXPERT

According to Dr. John Sullivan, an internationally known HR thought-leader from the Silicon Valley who specializes in providing bold and high business impact, it has been proven that precisely when potential candidates are the most likely to be free, they don't have access to mobile-friendly career information.

In fact if they find out about a job position they are interested in it is highly probable they won't be able to access to it since it won't be suited for mobile use.

It is a fact that not providing mobile access is an employer-brand bruiser for most companies, or even a killer.

Aspects about the importance for a company to be mobile:

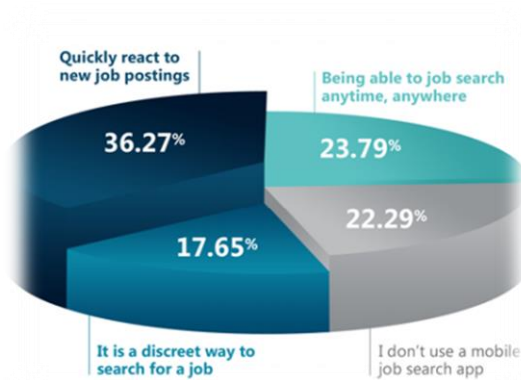
- ✓ *Mobile communications receive response rates unheard of for other communication channels. Well-designed SMS campaigns can achieve **100%-plus response rates**.*
- ✓ *Smart phones provide ubiquitous access to digital communication/engagement tools. Global research by mobile advertisers found that 67% of smart phone users are never more than three feet from their device and **never turn it off**.*
- ✓ *When people get bored or need a distraction, it's what they turn to.*
- ✓ *The smart phone does what no other device on your desk can do: **it unifies all communications**, including voice calls, video calls, text messages, recorded videos, podcasts, social media*

messaging, email, instant chat/messenger, and Internet content. This range of message options allows you to cater to your prospects' lifestyle versus forcing them to engage in your administration-centric process.

- ✓ *The current generation is so hooked on them that messages **not accessible from a mobile device may never be seen.***
- ✓ *If you're **targeting innovators and first adopters** and the technology savvy, you have no choice.*
- ✓ *If you're recruiting for a temporary or contract job, the **rapid response** rate of mobile makes the mobile platform the ideal choice.*
- ✓ *Personal phones are not subject to idiotic IT policies. The employees of your competitors can engage with while on the job without fear of being snooped on.*
- ✓ ***Referral conversations happen in the field.** It's only logical the process should start there.*
- ✓ *As QR codes (quick response) become commonplace, the mobile phone will become critical **in driving people to your information.***
- ✓ *If you are successfully messaging or posting jobs on Twitter, you are already aware that your audience is hooked on the mobile platform.*
- ✓ *Nothing shows the candidate quicker that your firm isn't an innovator or a technology leader than **ignoring the mobile phone platform.***
- ✓ *Google has already started to improve the ranking of sites that support mobile in search results over those that do not. Other engines will follow.*
- ✓ *The application capabilities afforded by the smart phone enable a perverse world of opportunity to make the recruiting process **personal, local, engagement-centric, media rich and real-time.***

BEYOND: CAREER NETWORK RESEARCH

Beyond, through its powerful communication tools and a personalized online Career Portfolio, has achieved to create a network that enables statistics and social and industry research as well as info graphics that are published in their website.



It is a fact that people keep on relying more and more on mobile devices in order to interact with their surrounding and that trend is affecting the way people look for jobs, too. 77% of job seekers would do it through their mobile device since it unifies quickness and discreetness.

In relation to Job apps, people like them due to the alerts that they get wherever they are and due to the fact of saving time searching through the web.

In the last year this particular job search page has experienced a 100% growth in mobile traffic.

2013 SOURCE OF HIRE REPORT

CareerXRoads are a group of internet recruiting pioneers that have formed an international consulting practice and work with many of the world's most competitive corporations to better understand and adopt recruiting technology solutions.

In this particular report they come to some interesting conclusions about recruiting methods.

- **Employee Referrals are as important as ever.**
Every 25% of new openings are filled with people that are actually recommended from another employee. In fact a candidate that has been referred is 3-4 times more likely to be selected.
- **Social Media and other Source of Hire Categories are NOT independent of each other.**
Respondents think that Social Media influences 7 out of 11 other sources: Referrals, Company Career Site, Job Boards, Direct Source, College, Temp-to-Hire and Career Fairs. If these connections are studied deeper in order to understand how interdependent these sources are, Social Media could start having a much higher impact in recruiting processes.

- **Job Boards are not dead; they are evolving.**

Research shows that 1 out of every 6 external hires is attributed to Job Boards (18.1%), being Indeed the most visible in the category.

The category however is trending down slowly but it is still evolving since it is learning how to incorporate and integrate social media and referrals in the job posting capabilities since there are becoming part of the offering.

RECRUITMENT TECHNOLOGY TRENDS 2014

This report has been done in order to make the marketplace more accessible and to help recruiters out with their hiring processes.

Regarding mobile recruiting, the report remarks the possibility of the candidate being multi-tasking when finding about a job, so he will need the experience of looking through the opportunities to be simple.

If the candidate finds an opportunity that catches his eye, he should be able to seamlessly apply to the opening from his device. Once the application is done, the user will expect to be updated regularly on the hiring process, via email, SMS, or phone.

If a recruiter is not capable of offering this experience, candidates are likely to move on to a company that can, since 40 percent of mobile candidates leave the application process if a company's posting is not optimized for their device.

2nd PART: DESCRIPTIVE RESEARCH

2.1 INTRODUCTION

The objective of this part of the project is getting a closer look to what people consider that is important about a job seeking app.

Along with their responses I will come to conclusions about the objectives of how to attract and retain users of these specialized mobile apps in order to tell what they should focus on to engage the costumer.

The survey has been done with the help of *Onlineencuesta.com*, a platform specially designed to help to make and spread surveys and collect information in an easy and quick way.

2.2 APPROACH

This is the survey respondents have answered

SURVEY

1. Gender:

- ☐ Male
- ☐ Female

2. Age:

- ☐ Less than 18
- ☐ 18-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ More than 60

3. Current marital status:

- ☐ Single
- ☐ Married
- ☐ Separated/divorced
- ☐ Widow(er)

4. Highest education level received:
- ☐ Primary school
 - ☐ Secondary School
 - ☐ High school
 - ☐ Professional training
 - ☐ Graduated
 - ☐ Post graduated
 - ☐ None
5. From the option, which one defines your current labor situation better:
- ☐ Full time employed
 - ☐ Partial time employed
 - ☐ Unemployed, looking for a job
 - ☐ Unemployed, not looking for a job
 - ☐ Retired
6. Are you owner of a mobile device, phone or tablet?
- ☐ Yes
 - ☐ No
7. Do you make use of apps?
- ☐ Yes
 - ☐ No
8. Would you say you are aware of the latest trends in respect to apps?
- ☐ Yes
 - ☐ No
9. Do you download new apps frequently?
- ☐ Yes
 - ☐ No
10. How many apps do you have downloaded in your device?
- ☐ None
 - ☐ Less than 5
 - ☐ 5-10
 - ☐ More than 10
11. The majority of the downloaded apps are
- ☐ With charge
 - ☐ For free

12. Do you use every single app on a daily basis?

- ☐ Yes
- ☐ No

13. If you have answered **NO** to the previous, how many of them do you use daily?

- ☐ Only 1
- ☐ Less than half of them
- ☐ More than half of them

14. Among your apps those that prevail are

- ☐ Socials (messaging, profiles...)
- ☐ Information
- ☐ Ludic
- ☐ Utility

15. At what moment of the day do you make use of apps?

- ☐ Once or twice a day
- ☐ Only when I receive messages
- ☐ Mainly at work
- ☐ In my spare time
- ☐ Constantly

16. Have you looked for a job through the internet in the last year?

- ☐ Yes
- ☐ No

17. Have you used job boards to achieve it?

- ☐ Yes
- ☐ No

18. How much time do you estimate to have spent looking for a job in a week?

- ☐ Less than 1 hour
- ☐ Between 1 and 3 hour
- ☐ Between 3 and 6 hours
- ☐ More than 7 hours

19. Do you consider you have lost opportunities despite the active search?

- ☐ Yes
- ☐ No

20. Would you find useful a tool that would warn you whenever an offer matches your profile and your seeking preferences?

- ☐ Yes
☐ No

21. What kind of notification would you prefer?

- ☐ E-mail
☐ SMS
☐ Push-up notification
☐ Other:.....

22. Would you make use of a mobile app that would allow you to see offers at the moment and, in case of being interested, applying instantaneously?

- ☐ Yes
☐ No

23. How would you evaluate the following attributes in a job seeking app?
Being 1 "Not very important" and 5 "Very important"

	1	2	3	4	5
Complete offer					
Fast updating					
Precise recommendation					
Following of my application status					
CV always available					
Capability of find and "being found"					
Other attribute:					

24. From the advantages, comparing with the search from the computer, this kind of app would provide to you, value from the most valuable to the least.

Being 1 the worst mark and 4 the best

1-4

	Easy and quick access from any mobile terminal
	Communication through notification avoids massive email receiving
	Saving time due to the fact that offer "find oneself"
	Simple and direct interface

25. Is there something that would back you away from this app?

.....

.....

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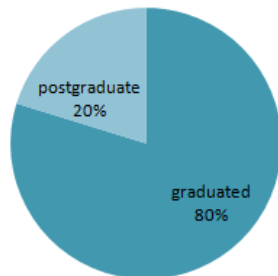
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2.3 ANALYSIS

In order to know what the psychographics of the respondents are there were done several initial questions to get to know who was answering the survey in terms of age, sex, marital status, education etc. This is important since it will probably determine the way they look at the possibility of using job seeking apps. Then there are questions focused on the use of mobile phones, followed by direct questions about employment and their opinion about job seeking apps.

2.3.1 Profile of the respondent:

The survey has been answered by 50 people from ages from 18-29 (32), 30-39 (6), 40-49 (2), 50-59 (9) and more than 60 (1), being 24 of them females and 26 males. Almost 70% were single, due to the bigger part of them being between 18 and 29 years old.

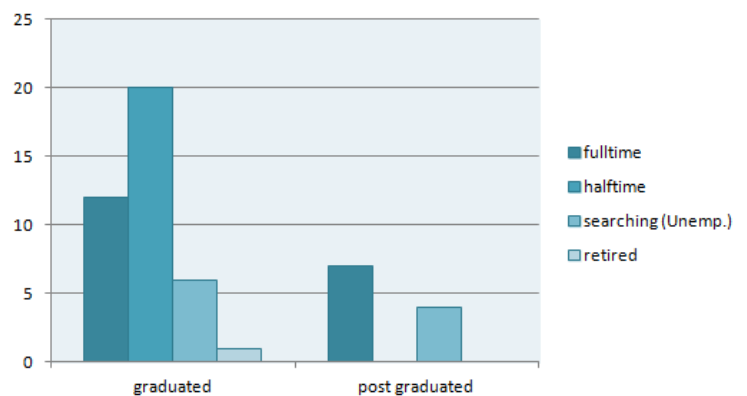


Question 4

while the other part has finished post graduation. The bigger concentration of post postgraduates are in the lower part of the age frame, while only one respondent older than 30 years has finished these studies as well.

Regarding the education received, the vast majority are graduated. As it can be seen in the graph, 10 persons are actively searching for a job opportunity from which 6 have accomplished graduate education and 4 post graduate.

All of those that have a post graduate title and a job are working fulltime, while the majority of those that are graduates and have a job are working halftime.



Question 4 and 5

2.3.2 Use of the mobile phone of the respondent:

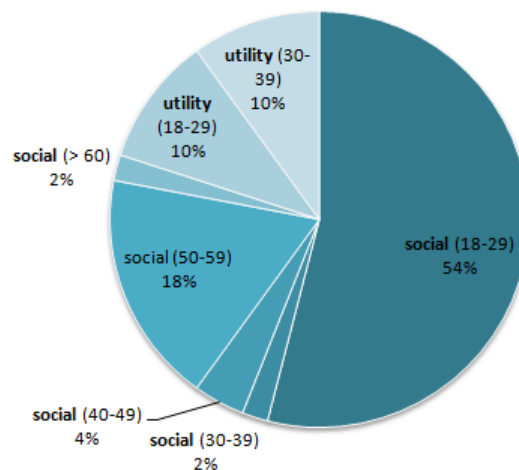
100% of the people surveyed owned a mobile device (phone or tablet) and had at least one app that they make use of in them.

In respect of the awareness related to the latest app trends 35 out of the 50 respondents claim to be aware of them and this same respondents answered that they download new apps frequently.

Although 70% affirm to be on the spot of the latest novelties the fact is that the 56% have 5 to10 apps in their devices, what may mean that although they are constantly trying out new features, they delete them if they see they are not what they expected. Furthermore, if taking into account that all of the respondents claim that the biggest part of their apps were downloaded for free it can be concluded that app use is quite prompt and demanding, if an app does not accomplish with the expectance it will be probably erased immediately.

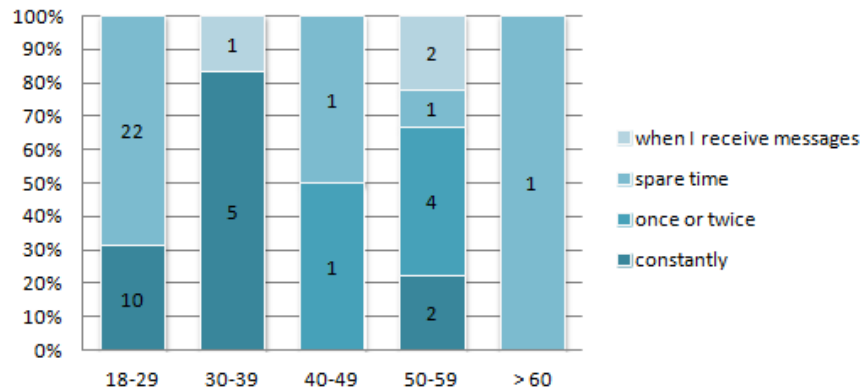
In terms of the use of them on a daily basis: 11 people use all the apps they have in their device at least once a day, while 33 respondents of those that do not use all, answered they use less than half of them what could conclude that people have more apps in their devices than they actually need and that some of these apps have probably failed in achieving the engagement needed.

Regarding the kind of apps people make more use of respondents have only mentioned either social media related apps (80%) or utility ones (20%). The 54% out of the 80% that do more use of the social apps are young people from 18-29, followed by people in their 50s. It is strange to notice that respondents from 30-39 prefer the utility ones, but that may be related to the fact that all of them are married and make probably the most of apps that can save them time or bring some usability more than those that may distract them, as Facebook or Twitter.



Question 2 and 14

Related to the time spent making use of apps respondents' answers show that most of them use them in their spare time, probably when using public transport or when making breaks at work.



Question 2 and 14

(Number inside the bars show absolute frequency of answers)

2.3.3 Job seeking habits of the respondent:

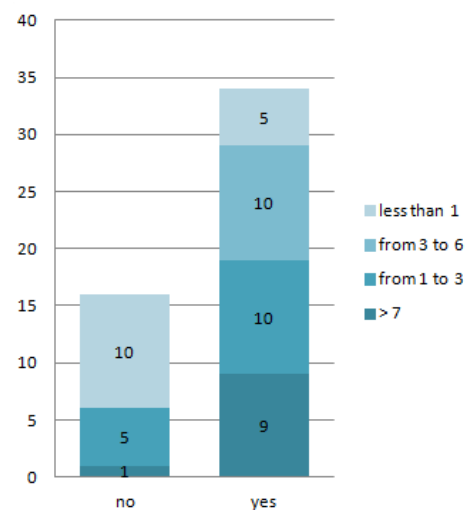
78% of the surveyed people have been looking for a job in the last 12 months. Regarding their current labor situation, all of those that are halftime employed as well as the half of those that are on fulltime basis have had thoughts of changing job.

Of those that actually are, only 13% affirms not to have made use of job boards.

Time spent looking for vacancies can be tedious and effortful.

It is common that people spend a lot of time surfing in order to get to know the best opportunities.

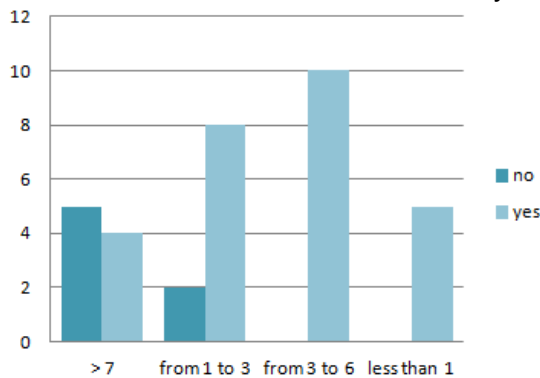
After their responses, and taking specially those into consideration that answered "yes" to the question of making use of job boards, it can be seen the considerable amount of respondents that claim to have spent more than 7 hours a week devoted to that activity.



Question 17 and 18

Job boards may be a very useful tool due to the unification of vacancies in one only display. Nevertheless, job boards have thousands of different employment

opportunities that have to be examined closely apart from taking a look into all different ones in order to make sure you are not losing any chance.



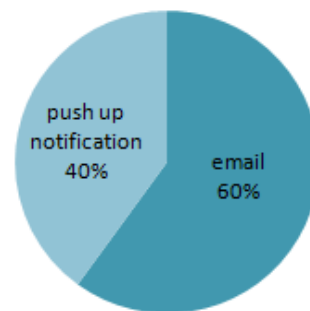
Question 17 and 19

In fact, people using job boards still have the feeling of losing opportunities. Only those respondents that spend more time searching through the web have a higher proportion of “no” to the feeling of lost chances.

2.3.4 Opinion about job seeking apps of the respondent:

Bearing in mind the difficulties people are suffering along with finding suitable jobs respondents were asked if they would find useful a tool that would warn them when there is an offer that matches their profile and seeking preferences. Out of the 50 respondents, 49 agreed with the usefulness of such a tool.

When asked about what kind of alert they would prefer, 60% answered that an e-mail would be the most suitable. Probably people regard push up notifications as too invasive and relate them directly with social activities like WhatsApp, while e-mails are a more formal tool best suited for important alerts as a job opportunity.

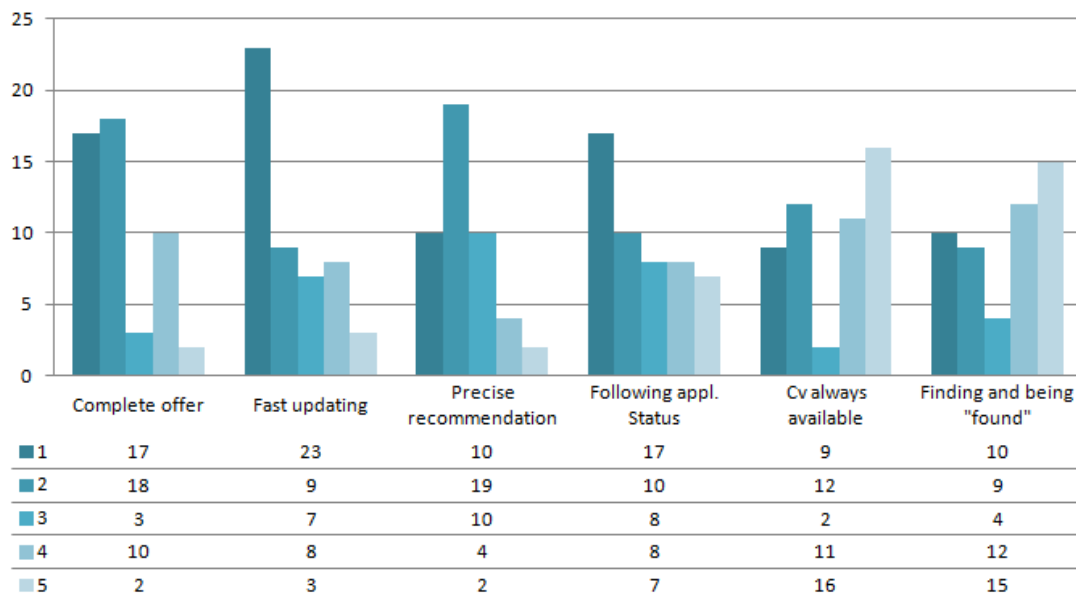


Question 21

When asking directly about the hypothetical use of an app that would allow users to see offers at the moment and, in case of being interested, applying instantaneously just with one click, 44 respondents out of 50 answered they would. Out of those 6 that would probably not do it, 50% did not use job boards as a common tool when looking for vacancies and the other three have a fulltime job, which may induce them to not use such an app.

Going deeper in how a job seeking app would accomplish their need and expectations, respondents were asked three last questions.

The first one was for them to set the importance of different attributes considering an app of such characteristics.



Question 25

The answers have been depicted in the graph above which rating criteria were determined as “1” for “Not Important” and 5 for “Very Important”. The attributes given were selected taken from a study from *Beyond* as well as from the experience in the topic.

The different attributes are located in the horizontal axis while the height of the bars indicates how many times respondents have rated them with each different number.

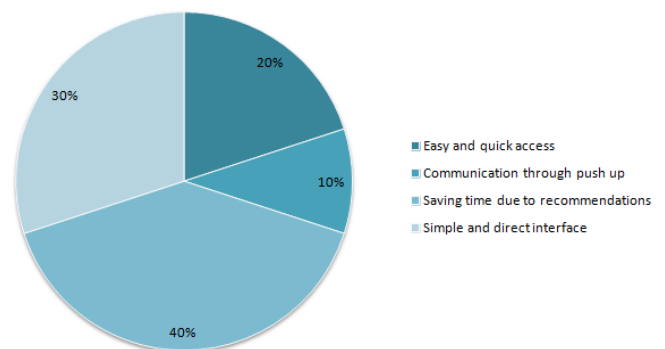
The table below gives absolute figures for each of them.

Regarding the output it can be said that there is a clear tendency of immediacy. Respondents value more the fact that they can reach out to their CV whenever they see an offer than receiving precise recommendation from the app. That the app has not the most complete offer is not as valued as being certain that you will be in reach of possible recruiters that may be interests in contacting you, so the fact that the job board app has a wide range of companies as costumers is probably the most important point for a job seeker.

The second of these questions asked users to rate from 1 (worst mark) to 4 (best mark) the apparent advantages that such an app would have over the search in front of a computer.

This graph shows which of the attributes got a bigger amount of “1”s.

As it can be seen the fact of the app not being time consuming means a lot to the respondents. This is in line with the previous question where users wanted to be easily found, with the less effort possible.



Question 24

But in the overall punctuation it is easiness and quickness that get a higher mark (2.67pts) followed by the time saved. Still in consonance with the results from before, being able to access everywhere at any time the users wants is regarded as the most important advantage compared to the use and search from the computer.

The third open question was devoted to those respondents that wanted to express any drawbacks this app may have. Not many of the respondents took the time to answer it, but those who answered pointed out that they would need to see privacy terms in order not to get massive spam messages to their devices and, of course, the need of the app to be supported by a well known job board.

2.4 CONCLUSIONS

After the information gathered, the survey I have conducted and the posterior analysis of the output I may conclude that people need apps to be simple and useful.

Due to the fact that nowadays there is a growing supply of all kind of apps, people, even though most of them are aware of novelties, do only keep in their devices those that they really make use of.

Specifically job apps are probably only downloaded when the person is looking for a new job and may be erased when the job has been found.

That is why these types of apps have to go straight to the point and make the most of what apps permit: the possibility of going through job offers anywhere and anytime.

A simple interface which allows a quick search by keywords and having the CV always available in order to apply to any job listed just by clicking are features any job board may offer, but the essence of making it portable into your device makes the experience even better since it allows you to use your spare time properly.

Saving time devoted to this activity is something the user will appreciate, but the most interesting feature a job seeking app allows is probably its alerts.

Having an app that not just allows you to go through job postings but warns you with an email or push notification when there is one that matches with your profile or preferences and permits you applying to it, just by making a click, is in my opinion, the worthiest characteristic it offers.

But job apps are not only useful for the active candidate but for the passive, too.

You may not be looking for a job but you might have filled in your profile in this job board so when a company, that is looking for a candidate just like you, marks your profile as “interesting” you will be as well alerted, in order to let you know for what kind of positions your profile may be interesting.

Nevertheless, these kind of apps still need to work on the amount of notification they send, since their algorithms may be too broad and this can lead to an excessive amount of alerts what would be non-sense and upsetting for the consumer.

In fact in this particular point is where job boards can prove how accurate they make suggestions, since those the user will receive will be optimized for his professional profile.

3nd PART:

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